

CLAIMS

1. acts of:

A method of determining a ratee reputation of a first entity, comprising

(A) receiving a first rating of the first entity by a second entity;
(B) accessing one or more rater reputations, a first rater reputation of the one or more rater reputations being a first rater reputation of the second entity as a qualitative rater of other entities; and

(C) generating a ratee reputation of the first entity, comprising
(1) combining the one or more rater reputations and the first rating.

2. The method of claim 1, further comprising an act of:

(D) accessing one or more second ratings provided for the first entity, each second rating provided by an associated entity,

wherein Act (C) further comprises:

(2) combining the second ratings with the first rating.

3. The method of claim 2, wherein Act (C)(2) comprises:

(a) calculating an average of the first and second ratings.

4. The method of claim 3, wherein each second rating corresponds to one of the rater reputations, and act (C)(2)(a) comprises:

(i) weighting each second rating and the first rating with its corresponding rater reputation such that the calculated average is a weighted average.

5. The method of claim 1, further comprising an act of:

(D) receiving an initial ratee reputation signal indicating a ratee reputation of the first user prior to the reception of the first rating,

wherein act (C) comprises:

(1) generating a ratee reputation adjustment from the first rating and the first rater reputation signal; and

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(D) determining a price to pay for a good or service offered by the first entity based at least in part on the determined ratee reputation of the first entity.

(D) determining a price to pay for insuring a quality of a good or service offered by the first entity based at least in part on the determined ratee reputation of the first entity.

a ratee reputation generator to receive as input a first rating of the first entity by a second entity, to access one or more rater reputations comprising a first rater reputation of the second entity as a qualitative rater of other entities, to generate a ratee reputation of the first entity by combining the one or more rater reputations and the first rating, and to provide as output the generated ratee reputation.

means for receiving a first rating of the first entity by a second entity;

means for accessing one or more rater reputations , a first rater reputation of the one or more rater reputations being a first rater reputation of the second entity as a qualitative rater of other entities; and

means for generating a ratee reputation of the first entity by combining the one or more rater reputations and the first rating.

(A) receiving a first rating of the first entity by a second entity;

(B) accessing one or more rater reputations, a first rater reputation of the one or more rater reputations being a first rater reputation of the second entity as a qualitative rater of other entities; and

(C) generating a ratee reputation of the first entity, comprising:

(1) combining the one or more rater reputations and the first rating.

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